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OFFICE OF THE CITY MANAGER NO. LTC # 040-2011

2011 FEB 15 AM 9: 58 LETTER TO COMMISSION

TO:

Mayor Matti Herrera Bower and Members of the City Commission

FROM:

Jorge M. Gonzalez, City Manager

DATE:

February 14, 2011

SUBJECT: "CityVision" #38 Now Airing-on MBTV77

The purpose of this Letter to Commission (LTC) is to advise you that as part of Miami Beach's ongoing efforts to provide enhanced information about the City to the community, we are now airing the latest edition of "CityVision" on MBTV77, our government access cable TV station. "CityVision" is a 30-minute video magazine show produced by the Office of Communications specifically to illustrate the City's progress in meeting the goals of our strategic plan, and to provide information to our residents on current events, programs and services that affect them.

The February./March 2011 edition of "CityVision" features the following newsworthy stories:

- We take you inside the City's hip new musical masterpiece: SoundScape.
- Adjacent to SoundScape, we cover the inaugural concert in the New World Center's beautiful, state-of-the-art performance hall;
- We chronicle a decade of progress in our City's Capital Improvement Projects Program;
- Our crews document the changes coming to the trees on two of our most iconic streets; and,
- And the City is helping our residents save money with the launch of a new, free prescription drug discount card.

Other stories in this edition of "CityVision" include details on the City's international award for environmental excellence; the Miami Beach Police and Fire Department's annual holiday giveaways; Deco Bike rolling out in Miami Beach; a new music-inspired half marathon is coming to the beach; and we feature the City's creative efforts to bring Goggle's high-speed broadband internet service to Miami Beach.

This edition was filmed on site at SoundScape. The new space, in the heart of our City Center neighborhood, will work with Frank Gehry's iconic New World Center next door to offer a cultural experience like no other in the world.

Attached, please find a DVD copy of this latest program. "CityVision" is also available for viewing on the Internet. Click on the MBTV logo on our Web site www.miamibeachfl.gov or go to www.miamibeachfl.gov or <

If you have any questions, please feel free to contact me. For a DVD copy of earlier CityVision shows, please contact Dolores Mejia, Special Projects Administrator, at extension 6834.

JMG/HF/DM/ea